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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 3622
Leandros KONTOGOURIS)
Serial Number: 09/742,438) Examiner: A. Duran
Filed: December 22, 2000)
) Attorney Docket: KONT3001beu
)
) Confirmation No.: 8890

For: **Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor**

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

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APR 15 2004
GROUP 3600

Sir:

This paper is in response to the Official Action dated January 14, 2004.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 9.